

JULY  
2006

UTAH  
LIFE ELEVATED

Early Morning Ride in the Uinta Mountains

UTAH OFFICE OF TOURISM

Governor's Office of  
Economic Development

Jon M. Huntsman, Jr.  
Governor

Gary R. Herbert  
Lieutenant Governor

Jason P. Pery  
Executive Director

Utah Office of Tourism

801-538-1900, 800-200-1160

[www.utah.travel](http://www.utah.travel) &  
[travel.utah.gov](http://travel.utah.gov)

Leigh von der Esch  
Managing Director

Tracie Cayford &  
Michael Deaver  
Deputy Directors

Stacey Clark  
Newsletter Editor

Board Of Tourism  
Development

Kim McClelland, Board Chairman

Colin Fryer, Vice Chairman

Bob Bonar

Steve Burr

Camille Cain

Hans Fuegi

Mona Given

Frank Jones

Georgianna Knudsen

Steve Lindburg

Jeff Robbins

Shelleice Stokes

Bob Syrett

## Cooperative Marketing Funds Awarded, Promotional Projects Judged And Individuals Honored At The Third Annual Tourism Conference

### Funding For Co-op Marketing Projects

On Wednesday, May 17, during the Annual Utah Tourism Conference in Ogden, members of the Board of Tourism Development approved a **Total of \$ 895,720** in applications for Utah's Cooperative Marketing Program.

**In this cycle the board funded 18 applications :**

2007 Rotary International Convention - \$168,150  
Bear River Association of Governments - \$11,840  
Daggett County - \$16,060  
Dinosaurland Travel Board - \$15,150  
Friends of the Moab Folk Festival - \$17,000  
Mt. Pleasant City/Heritage Highway 89 - \$25,000  
Ogden Valley Business Association - \$5,074  
Park City Chamber of Commerce - \$9,396  
Park City Performing Arts Foundation - \$47,405  
Piute County - \$20,000  
Salt Lake Convention and Visitors Bureau - \$88,645  
Sportsmen for Habitat - \$100,000  
The Downtown Alliance - \$25,000  
Utah Festival Opera - \$50,000  
Ski Utah - \$250,000  
Utah Symphony and Opera - \$30,000  
Wasatch Western Heritage Inc. / Cowboy Art and Poetry- \$12,000  
Zion Canyon Flute Festival - \$5,000

The money awarded for these projects **concluded the Co-op Funding process for FY 05-06**, which totaled nearly **\$2 million** for a wide array of out-of-state advertising projects.

**The next cooperative marketing program application deadline is August 4 2006.**

During FY 06-07, **\$2.2 million** will be available. **All of the co-op funding for the fiscal year will be awarded in September, 2006.**

Applications and guidelines can be downloaded at [travel.utah.gov/coopmktg.htm](http://travel.utah.gov/coopmktg.htm). You may also contact Kelly Day at [kday@utah.gov](mailto:kday@utah.gov).

### Tourism Advertising & Marketing Contest

The Utah Office of Tourism and the Utah Tourism Industry Coalition (UTIC) held the First Annual Utah Tourism Advertising and Marketing Contest at the conference.

**Twenty-three companies and organizations** presented nearly **100 separate entries** in categories ranging from brochures, logos, newsletters and print advertising to web sites, billboards, television and radio ads, specialty items and more.

For a **list of winners** in each category and Best of Show awards, visit [travel.utah.gov](http://travel.utah.gov).

### New Inductees To The Utah Tourism Hall of Fame

During the closing luncheon of this year's tourism conference, **Richard Bradford** and **Bob Jones** were honored as the newest members of the Utah Tourism Hall of Fame.

**Richard "Dick" Bradford** has long been an advocate and mentor for economic development professionals, elected officials and community leaders across Utah. In Governor Huntsman's administration, Dick has been the executive director of the Governor's Office of Economic Development and most recently, executive director of the Utah Department of Community and Culture.

Dick's long history of service includes working as the deputy director for the Utah Department of Community and Economic Development where he worked tirelessly to increase funding for the Utah Travel Council, now the Utah Office of Tourism. At one point, he served as interim director of the Utah Travel Council. Prior to these positions, Dick spent ten years as a Utah Legislator.

A graduate of the University of Utah with a degree in management and an MBA, Dick has also been the executive director of the Sandy Economic Development Center.



Dick Bradford addresses Tourism Conference attendees after receiving his award



Bob Jones receives his award from UOT Managing Director, Leigh von der Esch

**Bob Jones** is owner / operator of Tag-A-Long Expeditions, the oldest river outfitting company in Moab. His professional life has been dedicated to the travel

and tourism industry, first as a director of incentive trips, then manager of park facilities, and finally general manager of all lodges, restaurants, gift shops, snack shops, and outfitters at Yellowstone National Park.

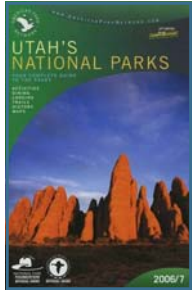
**Continued on Pg. 2**

### Tourism Hall of Fame Award Recipient, Bob Jones Continued

Bob arrived in Moab well-prepared to operate an outfitting company. Today, he and his partner have an estimated 80 years of experience and thousands of river, jeep, and bus trips under their collective belts. Bob still occasionally functions as a guide for Tag-A-Long, enabling him to take the pulse of the company's quality of service, management of equipment and logistics, and top notch public relations.

Bob is involved in his community, serving on the tourism and hospital boards. He is also active in Rotary International and is a member of the Utah Guides and Outfitters Association.

### New National & State Parks Brochures Link Utah With Multi-Million Copy Guide Series



New brochures are now available to promote Utah's national and state parks. The guides were published by the **American Park Network** in partnership with the **Utah Office of Tourism, Utah State Parks and Recreation**, and the **National Park Service**. Each includes activities, trails, history, wildlife watching information, maps, dining and lodging, as well as a message from Governor Jon M. Huntsman, Jr.

Publication of the guides was made possible by an increase in the Office of Tourism's advertising budget approved by Utah lawmakers. The funding allowed UOT to partner with the state's public lands agencies on these publications for the first time. In addition to sponsoring the Utah brochures, UOT has placed a **full-page advertisement promoting the state** in all of the **5.3 million guides** to parks across the country printed by the American Park Network and used by millions of domestic and international travelers each year.

The new Utah national and state park guides carry the endorsement of the National Park Foundation and the National Fish and Wildlife Foundation. They will be **distributed free of charge** at the ZNHA Bookstore at Council Hall in Salt Lake City and at Welcome Centers and visitor information outlets across the state. The publications will also be used to fill information requests received by the Office of Tourism via telephone, mail and the Internet.

### Utah Resorts Smash Skier Visits Record for Third Consecutive Year

Utah's ski industry celebrated its **third consecutive record-breaking year** for skier visits with over 4,062,188 skier days before the end of the 2005-06 winter season. The National Ski Areas Association defines 'skier days' as one person visiting a ski area for all or any part of a day or night for the purpose of skiing.

This past winter's totals were a **4.3 percent increase** over 2004-05's 3,895,578 skier days. The 2003-04 season total was 3,429,141 skier days, meaning Utah resorts have experienced a **30 percent increase** in skier days over the last three seasons. In addition, for the second year in a row, **more than 600 inches of snow** fell on the state's ski resorts.

### Salt Lake City's Market Street Grill Nets National Ranking

Restaurant's & Institutions, a food service industry trade publication ranked **Gastronomy Inc.'s, Market Street Grill 95<sup>th</sup> among the top 100 independent dining establishments** in the nation. Market Street's ranking was based on the number of diners served (346,666 during the survey period) and the restaurant's gross sales of \$10 million.

### Promotional Trade Activities Aim To Impact Key Markets

#### South American Market

Argentina's ski season kicks into gear, July through August, and **Delta Air Lines** will be there to conduct an on-snow promotion at **Las Lenas**, an Argentine resort which caters to South America's upper echelon. A **Delta Snow Hut** will be built close to Las Lenas' ski runs, which serve some **60,000** affluent winter sports enthusiasts from **Argentina, Brazil, Chile and Uruguay** each year.

Visitors who take a break in the Hut can check their emails and enjoy refreshments. A **Utah video** will be shown in a continuous loop. Guests in the Snow Hut will be able to collect **information on Utah ski packages**, as well as enter a **raffle to win a ski trip to Utah**; certain to be a delightful prospect because Utah's ski season coincides with South America's sultry summer.

Delta Air Lines will be touting Utah exclusively as **THE** North American ski destination during this high energy promotion.

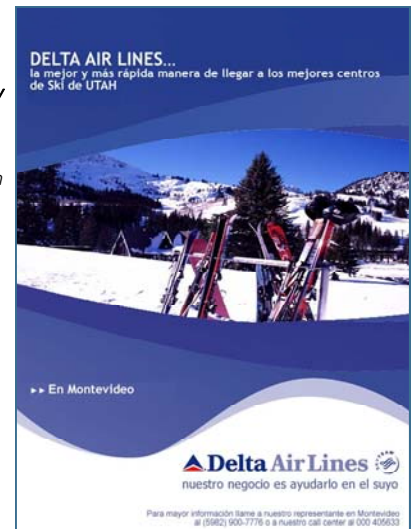
#### German Market

**SportScheck Reisen** is a major German sports tour operator. During an April, 2006 Fam Tour, the Utah Office of Tourism introduced key SportScheck ski guides to Utah's winter tourism opportunities. Reporting back to headquarters, the guides were unanimous - Utah would make a great SportScheck winter destination.

The Utah Office of Tourism and SportScheck are **now conducting an aggressive winter campaign to promote Utah ski packages** via point of purchase awareness of Utah in SportScheck's seventeen retail shops located throughout Germany; in the company's merchandise catalog (circulation 1.4 million); in their winter tour catalog (circulation 1.1 million); via their network of 6,500 travel agencies and on their web site [www.sportscheck.com](http://www.sportscheck.com).

As a result of their participation in a February, 2006 UOT National Parks Fam Tour, **FTI** – one of Germany's largest North American tour operators – will launch a **special promotion throughout Germany to encourage winter visitation to Utah's national parks**.

Five-hundred top-selling travel agents with offices throughout Germany will be provided with four-page flyer inserts for FTI's winter catalog. These agencies will also receive Utah Winter image posters created by FTI for window displays. **This promotion will begin with the July launch of FTI's 2006 / 07 winter catalog.**





## Office of Tourism Staff Out And About

UOT staff members have attended, or will be participating in the following Trade Shows, Conventions, Meetings & Seminars, Conferences and Events:

### Trade Shows

|                                     |   |
|-------------------------------------|---|
| 5/6-10                              | TIA's International Pow Wow – Orlando, FL |
| Canadian Addison Travel Trade Shows |   |
| 8/22                                | Victoria, British Columbia                |
| 8/24                                | Vancouver, British Columbia               |
| 8/30                                | Edmonton, Alberta                         |
| 8/31                                | Calgary, Alberta                          |
| 9/25                                | Montreal, Quebec                          |
| 9/26                                | Ottawa, Quebec                            |
| 9/27                                | Toronto, Ontario                          |
| 9/28                                | London, Ontario                           |

These Canadian trade shows are of particular interest due to **Air Canada's**

**daily non-stop service to Salt Lake City** from its main Toronto hub, which began in June. UOT will partner with The St. George Area Convention & Visitors Bureau at these shows.

|          |   |
|----------|---|
| 11/6-9   | World Travel Market 2006 – London, England    |
| 11/22-25 | FIT, Travel / Consumer Exhibition – Argentina |

### Conventions

|        |   |
|--------|---|
| 11/3-7 | NTA 2006 Annual Convention – Salt Lake City, UT |
|--------|---|

### Meetings & Seminars

|          |   |
|----------|---|
| 8/19-22  | ESTO / TIA – Minneapolis, MN  |
| 9/9-11   | Grand Circle Association Meetings – Lake Powell, UT / AZ                        |
| 9/15     | Board of Tourism Development Meeting – Bear River Bird Refuge, Brigham City, UT |
| 10/6     | Board of Tourism Development Meeting – Vernal, UT                               |
| 10/11-13 | Marketing Outlook Forum / TIA – Boca Raton, FL                                  |
| 11/3     | Board of Tourism Development Meeting – Moab, UT                                 |
| 12/1     | Board of Tourism Development Meeting – Salt Lake City, UT                       |
| 12/2     | Grand Circle Association Meetings – Moab, UT                                    |

### Conferences & Events

|         |  |
|---------|--|
| 9/12-13 | Ski Utah Fall Media Events – New York, NY        |
| 9/12-13 | Travel Leadership Capital Summit, Washington, DC |

UOT Staff will be involved in these upcoming Familiarization Tours:

|          |  |
|----------|--|
| 7/11-14  | "Diamond in the Rough" – Park City Fam Tour, <b>Media</b> – National Media / USA Market                                |
| 7/17-21  | Ski Utah Summer Resort Tour, <b>Media</b> / USA Market – Northern UT   |
| 7/21-23  | San Francisco Bay Area Travel Writers Association, <b>Media</b> – Writers from the Bay Area / USA Market – Northern UT |
| 8/3-6    | "The Hills are Alive" – Park City Fam Tour, <b>Media</b> / USA Market – Culture & Heritage                             |
| 8/19-9/9 | Bene Benedict, <b>Media</b> – Alpin Tours, Nurnberger Zeitung / German Market – RV Camping Statewide                   |



Utah's Delegation at TIA's Int'l Pow Wow in May

## Utah On The News Stand



American Cowboy Magazine's March/April issue featured **San Juan County** in an article written by Janine M. Wilder, a consummate horsewoman and respected author on trail riding, which celebrated **"The Colorful Abajos,"** calling the high desert and mountain terrain, "unspoiled, underappreciated country fit for the most discerning trail rider." Ms. Wilder ought to know. Although she has ridden trails in almost every state in the country, she makes her home in Blanding, Utah.

In the same issue, the "Adventures West" section detailed information on attractions in **Salt Lake City, Helper, Price, Nine Mile Canyon** and mentioned several summer **"cowboy events."**

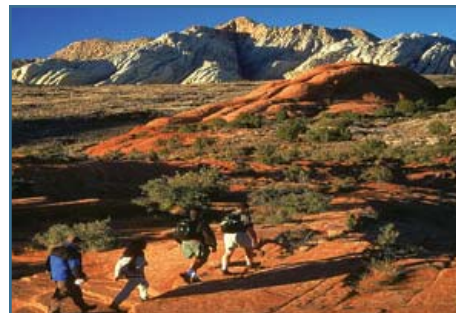
The May/June issue of American Cowboy included **Arches National Park, the Green River, Monument Valley Navajo Tribal Park** and briefly, **Canyonlands, Bryce Canyon** and **Zion National Parks** in "Adventures West."

Archaeological and historical sites in the **Grand Staircase-Escalante National Monument** and the town of **Kanab** were included in an article published in the May/June issue of Preservation Magazine.

In *Bicycling Magazine's* "Ride Here - Five Great Cycling Routes from Five Top Pro Racers," Salt Lake City native and professional bicycle racer, Dave Zabriskie gave directions for his favorite mountain loop ride, starting in **Salt Lake City**, up **Provo Canyon** past **Bridal Veil Falls** and ending at **Sundance** with its inspiring views of **Mount Timpanogos**.

Outside Magazine's feature, "Suite Ride: Boutique Bike Hotels" mentioned **The Gonzo Inn in Moab** as the primo resting place for slickrock pilgrims.

America's Best Spa Values were the topic of Budget Travel's "Girlfriend Getaways Supplement." **Red Mountain Spa in St. George** was noted as an ideal place for group travel. The write-up mentioned the resort's desert scenery, spa treatments and particularly, the variety of opportunities for guests to be active in the outdoors.



Red Mountain Spa guests enjoy a day hike

Utah Office of Tourism  
Council Hall  
300 N. State Street  
Salt Lake City, UT  
84114

**Return Service  
Requested**

PRSR FIRST CLASS  
U.S. POSTAGE PAID  
SLC, UT  
PERMIT # 4621

## **Utah Office of Tourism Staff**

**Leigh von der Esch**, Managing Director, 538-1370 or [lvondere@utah.gov](mailto:lvondere@utah.gov)

**Elaine Watts**, Executive Assistant, 538-1369 or [ewatts@utah.gov](mailto:ewatts@utah.gov)

**Tracie Cayford**, Deputy Director, 538-8777 or [traciec@utah.gov](mailto:traciec@utah.gov)

**Mike Deaver**, Deputy Director, 538-1710 or [mdeaver@utah.gov](mailto:mdeaver@utah.gov)

**Accounting Team**, 538-1374

**Sheri Bintz**, Communications Specialist / Executive Assistant, 538-1306 or [sbintz@utah.gov](mailto:sbintz@utah.gov)

**Austin Booth**, Information Outreach, 538-1381

**Janice Carpenter**, Publications Coordinator, 538-1378 or [janicecarpenter@utah.gov](mailto:janicecarpenter@utah.gov)

**Stacey Clark**, Constituent Publications, 538-1373 or [staceyclark@utah.gov](mailto:staceyclark@utah.gov)

**Chad Davis**, Special Projects Coordinator, 538-1422 or [chaddavis@utah.gov](mailto:chaddavis@utah.gov)

**Kelly Day**, Communications Specialist, 538-1727 or [kday@utah.gov](mailto:kday@utah.gov)

**Patti Denny**, Media & Trade Marketing Coordinator, 538-1318 or [pdenny@utah.gov](mailto:pdenny@utah.gov)

**Rebecca Katz**, Intern; 538-1479 or [rkatz@utah.gov](mailto:rkatz@utah.gov)

**Dave Hansford**, Reception / Information Outreach, 538-1367 or [dhansford@utah.gov](mailto:dhansford@utah.gov)

**Florence Johnson**, Fulfillment & Distribution; 538-1380

**Gerry Pond**, Distribution Supervisor / Information Outreach, 538-1381 or [gpond@utah.gov](mailto:gpond@utah.gov)

**Clayton Scrivner**, FAM Tours / Media Relations, 538-1759 or [cscrivner@utah.gov](mailto:cscrivner@utah.gov)

**Dave Williams**, Research Coordinator, 538-1317 or [dmwilliams@utah.gov](mailto:dmwilliams@utah.gov)

**Diane Wilson**, Trade Liaison / Executive Assistant, 538-1312 or [dianew@utah.gov](mailto:dianew@utah.gov)

**ZNHA Bookstore**, Information / Gift and Book Sales, **Oliver Lewis**, Manager, 538-1398

